

CLAIMS:

We claim:

1. A method of adjusting media playtime to an expected waiting time between a first event and a second event, comprising the steps of:
 - establishing a communications link with a caller;
 - marking a first event by placing the caller on hold;
 - estimating a waiting time between the first event and a second event; and
 - playing a media file having a length substantially equivalent to the waiting time.
2. The method Claim 1, further comprising the step of providing a plurality of media files of different durations.
3. The method of Claim 2, further comprising the step of creating a playlist of more than one media file, wherein the runtime of the playlist is substantially equivalent to the waiting time.
4. The method of Claim 3, further comprising the step of re-evaluating the waiting time while a media file from the playlist is playing and creating a different playlist if the waiting time has changed.

5. The method of Claim 1, wherein the media file includes an audio component that is played at a selected volume, and further comprising the step of decreasing the volume from the selected volume within one second if the media file has a duration greater than the waiting time.
6. The method of Claim 2, further comprising the step of associating media characteristics with each of the media files.
7. The method of Claim 6, wherein the media characteristics include musical genre.
8. The method of Claim 6, further comprising the step of creating a play list based upon a selected genre.
9. The method of Claim 2, further comprising the step of creating a plurality of playlists with the plurality of media files, wherein the runtime of each play list is substantially equivalent to the waiting time.
10. The method of Claim 9, further comprising the step of selecting a play list in accordance with a predetermined play list selection criteria.

11. A computer-readable storage medium storing a computer program which when executed performs a method for processing phone calls comprising:

- marking a first event when a caller is placed on hold;
- querying a waiting time between the first event and a second event;
- accessing a database including a plurality of media files, wherein each media file has a play length;
- creating a play list of at least one media file, wherein the runtime of the play list is substantially equivalent to the waiting time; and
- playing the play list.

12. The computer-readable storage medium of Claim 11, further comprising querying the waiting time while a media file from the play list is playing and creating a different play list if the waiting time has changed.

13. The computer-readable storage medium of Claim 11, wherein the at least one media file include an audio component that is played at a selected volume, and further comprising decreasing the volume from the selected volume within one second if the at least one media file in the play list has a duration greater than the remaining waiting time.

14. The computer-readable storage medium of method of Claim 11, further comprising tags associated with media characteristics for each of the at least one media file.

15. The computer-readable storage medium of Claim 14, wherein the media characteristics include musical genre.
16. The computer-readable storage medium of Claim 15, further comprising the creation of a play list based upon a selected genre.
17. The method of Claim 11, further comprising the step of creating a plurality of playlists of at least one media file, wherein the runtime of each play list is substantially equivalent to the waiting time.
18. A system for handling telephone calls comprising:
 - a control system operative to determine when a caller has been placed on hold and to query an expected hold time;
 - a database accessible by the control system, the database including a plurality of media files, wherein each media file has a play length;
 - a play list generated by the control system, the play list including at least one media file, wherein the runtime of the play list is substantially equivalent to the expected hold time; and
 - a media player responsive to the control system for playing the play list generated by the control system.

19. The system of claim 18, wherein the control system updates the hold time and creates a different play list if the hold time changes.